



A comprehensive and up-to-date guide
covering all the online business essentials

Online Business

ALL-IN-ONE

FOR

DUMMIES[®]

Your Guide To:

- Planning an online venture
- Researching your market
- Setting up, structuring, and designing a Web site
- Trading securely
- Profiting from new business tools and much more ...

Edited by:

Dan Matthews

Co-author of *Starting a Business on eBay.co.uk For Dummies*



A Reference for the Rest of Us![®]



UK Edition



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***Online Business All-in-One
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**By Colin Barrow, Paul
Barrow, Gregory
Brooks, Ben Carter,
Frank Catalano,
Marsha Collier, Peter
Economy, Lita Epstein,
Alexander Hiam, Greg
Holden, Jane Hoskyn,
Bob Nelson, Steven D.
Peterson, Richard
Pettinger, Bud E.
Smith, Craig Smith,
and Paul Tiffany**

**Edited by Dan
Matthews**



A John Wiley and Sons, Ltd, Publication

Online Business All-in-One For Dummies®

Published by

John Wiley & Sons, Ltd

The Atrium

Southern Gate

Chichester

West Sussex

PO19 8SQ

England

E-mail (for orders and customer service enquires): cs-books@wiley.co.uk

Visit our Home Page on www.wiley.com

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British Library Cataloguing in Publication Data: A catalogue record for this book is available from the British Library.

ISBN: 978-0-470-51646-1

Printed and bound in Great Britain by Bell & Bain Ltd,
Glasgow

10 9 8 7 6 5 4 3 2 1



About the Authors

Dan Matthews is Online Publisher of Caspian Publishing, which produces magazines, Web sites, and events for an audience of UK entrepreneurs. Primarily working on realbusiness.co.uk, Dan writes about stellar business success stories as well as up-and-coming start-ups. He was previously Group Online Editor of Crimson Business Publishing, with responsibility for sites such as startups.co.uk and growingbusiness.co.uk. He has contributed to a range of business magazines, including being contributing editor of *Real Business Magazine* and *Growing Business Magazine*.

Colin Barrow is Head of the Enterprise Group at Cranfield School of Management, where he teaches entrepreneurship on the MBA and other programmes. He is also a visiting professor at business schools in the US, Asia, France, and Austria. His books on entrepreneurship and small business have been translated into fifteen languages including Russian and Chinese. He worked with Microsoft to incorporate the business planning model used in his teaching programmes into the software programme, Microsoft Business Planner, now bundled with Office. He is a regular contributor to newspapers, periodicals and academic journals such as the *Financial Times*, *The Guardian*, *Management Today*, and the *International Small Business Journal*. Thousands of students have passed through Colin's start-up and business growth programmes, raising millions in new capital and going on

to run successful and thriving enterprises. He is a non-executive director of two venture capital funds, on the board of several small businesses, and serves on a number of Government Task Forces.

Paul Barrow trained and qualified as a Chartered Accountant with Deloitte & Touche before obtaining his MBA at Bradford University. As a senior consultant with Ernst & Young he was responsible for managing and delivering quality consulting assignments. During the mid-1980s, he was Investment Review Director for a UK venture capital business. In 1998, as Group Finance Director of Adval Group plc, he was part of the team which took their software company on to the Alternative Investment Market. Adval specialises in providing multimedia training - both bespoke and generic. Paul has also been a director of several owner-managed businesses, and has started up and sold other businesses. He currently works with businesses as diverse as software, turkey farming, and food retailing. Paul is a Visiting Fellow at Cranfield University where he teaches on the Business Growth Programme. This programme is designed specifically for owner managers who want to grow and improve their businesses. He also teaches at Warwick University and Oxford Brookes on similar programmes. Paul has written several other business books: *The Business Plan Workbook* and *Raising Finance* (both Kogan Page/Sunday Times); *The Best Laid Business Plans* and *The Bottom Line* (both Virgin Books). All these books are aimed at owner managers trying to grow and improve their businesses.

Greg Brooks is a freelance journalist who has written for a number of broadcasters, newspapers, and magazines including Channel 4, *The Guardian*, *Marketing*, *New Media Age* and *Marketing Direct*. He

has also carried out corporate ghostwriting and consultancy duties for a number of blue-chip clients around the globe. As part of his role as an industry commentator, he has spoken to organisations such as the BBC about how to communicate with consumers and journalists using interactive channels.

Ben Carter runs his own digital agency helping famous and not so famous brands launch marketing initiatives to capitalise on the changing media landscape and ever-changing consumer behaviour. Current clients of Ben Carter & Associates include npower and AOL, and the company has also provided consultancy services for several major UK-based blue-chip companies. Before setting up BCA, Ben worked as a business journalist for eight years, covering the UK's media and marketing sectors and most recently was News Editor of *Marketing* magazine. He has also freelanced for a number of national newspapers including *The Times* and *The Guardian* and is used regularly as a commentator on the booming digital economy by different media, including the BBC, *The Independent*, and CNN.

Frank Catalano is a veteran marketing consultant and analyst. He's the principal of Catalano Consulting, a strategic marketing firm advising Internet and technology companies. His consulting assignments include stints as Managing Director for PC Data's Internet Monitoring Division, VP Marketing for McGraw-Hill Home Interactive, VP Marketing for iCopyright, and VP Marketing for Apex Computer. He also was a marketing manager for Egghead Software and for the Apple Programmers and Developers Association. When not consulting, Frank provides tech industry analysis and commentary for KCPQ-TV Fox Seattle and is the author of the long-running Byte Me columns for *Seattle Weekly*

and others. His essays and short fiction about technology have appeared in a wide variety of print and broadcast media, including ClickZ, Omni, Inside Multimedia, and Analog.

Marsha Collier spends most of her time on eBay. She loves buying and selling - she's a PowerSeller - as well as meeting eBay users from around the world. As a columnist, and author of several best-selling books on eBay, a television and radio expert, and a lecturer, she shares her knowledge of eBay with millions of online shoppers. Thousands of eBay fans also read her monthly newsletter, *Cool eBay Tools*, to keep up with changes on the site. Out of college, Marsha worked in fashion advertising for the *Miami Herald* and then as special projects manager for the *Los Angeles Daily News*. She also founded a home-based advertising and marketing business. Her successful business, the Collier Company, Inc., was featured in *Entrepreneur* magazine in 1985, and in 1990, Marsha's company received the Small Business of the Year award from her California State Assemblyman and the Northridge Chamber of Commerce. More than anything, Marsha loves a great deal. That's what drew her to eBay in 1996, and that's what keeps her busy on the site now. She buys everything from light bulbs to parts for her vintage Corvette to designer dresses.

Peter Economy is associate editor of *Leader to Leader*, the award-winning magazine of the Peter F. Drucker Foundation for Nonprofit Leadership, and author of numerous books. Peter combines his writing expertise with more than 15 years of management experience to provide his readers with solid, hands-on information and advice. He received his bachelor's degree (with majors in economics and human biology) from Stanford University

and his MBA at the Edinburgh Business School. Visit Peter at his Web site: www.petereconomy.com.

Lita Epstein, who earned her MBA from Emory University's Goizueta Business School, enjoys helping people develop good financial, investing, and tax planning skills. While getting her MBS, Lita worked as a teaching assistant for the financial accounting department and ran the accounting lab. After completing her MBA, she managed finances for a small nonprofit organization and for the facilities management section of a large medical clinic. She designs and teaches online courses on topics such as investing for retirement, getting ready for tax time, and finance and investing for women. She's written more than ten books, including *Trading For Dummies* (Wiley) and *Streetwise Retirement Planning*. Lita was the content director for a financial services Web site, MostChoice.com, and managed the Web site Investing for Women. As a Congressional press secretary, Lita gained firsthand knowledge about how to work within and around the Federal bureaucracy, which gives her great insight into how government programmes work. In the past, Lita has been a daily newspaper reporter, magazine editor, and fundraiser for the international activities of former US President Jimmy Carter through The Carter Center.

Alex Hiam is a consultant, corporate trainer, and public speaker with 20 years of experience in marketing, sales, and corporate communications. He is the director of Insights, which includes a division called Insights for Marketing that offers a wide range of services for supporting and training in sales, customer service, planning, and management. His firm is also active in developing the next generation of leaders in the workplace through its Insights for Training &

Development. Alex has an MBA in marketing and strategic planning from the Haas School at U.C. Berkeley and an undergraduate degree from Harvard. He has worked as marketing manager for both smaller high-tech firms and a *Fortune* 100 company, and did a stint as a professor of marketing at the business school at U. Mass. Amherst. Alex is the co-author of the best-seller, *The Portable MBA in Marketing* (Wiley) as well as *The Vest-Pocket CEO* and numerous other books and training programs. He has consulted to a wide range of companies and not-for-profit and government agencies, from General Motors and Volvo to HeathEast and the U.S. Army (a fuller list of clients is posted at www.insightsformarketing.com). Alex is also the author of a companion volume to this book, the *Marketing Kit For Dummies* (Wiley), which includes more detailed coverage of many of the hands-on topics involved in creating great advertising, direct mail letters, Web sites, publicity campaigns, and marketing plans. On the CD that comes with the *Marketing Kit For Dummies*, you'll find forms, checklists, and templates that may be of use to you. Also, Alex maintains an extensive Web site of resources that he organised to support the chapters in the book.

Greg Holden started a small business called Stylus Media, which is a group of editorial, design, and computer professionals who produce both print and electronic publications. The company gets its name from a recording stylus that reads the traces left on a disk by voices or instruments and translates those signals into electronic data that can be amplified and enjoyed by many. He has been self-employed for the past ten years. He is an avid user of eBay, both as a buyer and seller, and he recently started his own blog. One of the ways Greg enjoys communicating is through explaining

technical subjects in nontechnical language. The first edition of *Starting an Online Business For Dummies* was the ninth of his more than 30 computer books. He also authored *eBay PowerUser's Bible* for Wiley Publishing. Over the years, Greg has been a contributing editor of *Computer Currents* magazine, where he writes a monthly column. He also contributes to *PC World* and the University of Illinois at Chicago alumni magazine. Other projects have included preparing documentation for an electronics catalogue company in Chicago and creating online courses on Windows 2000 and Microsoft Word 2000. Greg balances his technical expertise and his entrepreneurial experience with his love of literature. He received an MA in English from the University of Illinois at Chicago and also writes general interest books, short stories, and poetry. Among his editing assignments is the monthly newsletter for his daughters' grade school. After graduating from college, Greg became a reporter for his hometown newspaper. Working at the publications office at the University of Chicago was his next job, and it was there that he started to use computers. He discovered, as the technology became available, that he loved desktop publishing (with the Macintosh and LaserWriter) and, later on, the World Wide Web. Greg loves to travel, but since his two daughters were born, he hasn't been able to get around much. He was able to translate his experiences into a book called *Karma Kids: Answering Everyday Parenting Questions with Buddhist Wisdom*. However, through the Web, he enjoys traveling vicariously and meeting people online. He lives with his family in an old house in Chicago that he has been rehabbing for - well, for many years now. He is a collector of objects such as pens, cameras, radios, and hats. He is always looking for things to take apart so that he can see how they work and fix them up. Many of the same skills prove useful in creating and maintaining Web

pages. He is an active member of Jewel Heart, a Tibetan Buddhist meditation and study group based in Ann Arbor, Michigan.

Jane Hoskyn has been a journalist for 15 years. After a number of years writing features for leading UK lifestyle magazines including *FHM* and *Cosmopolitan*, she joined IPC Media's *Web User* magazine as Features Editor. In 2003 Jane was named IPC Commissioning Editor of the Year, and a year later she returned to the successful freelance writing and editing career that spans publications from *Woman & Home* to *Loaded*.

Bob Nelson, PhD, is founder and president of Nelson Motivation, Inc., a management training and products firm headquartered in San Diego, California. As a practising manager, researcher, and best-selling author, Bob is an internationally recognised expert in the areas of employee motivation, recognition and rewards, productivity and performance improvement, and leadership. Bob has published 20 books and sold more than 2.5 million books on management, which have been translated into some 20 languages. He earned his BA in communications from Macalester College, his MBA in organisational behavior from UC Berkeley, and his PhD in management from the Peter F. Drucker Graduate Management Center of the Claremont Graduate University. Visit his Web site at www.nelson-motivation.com or contact Bob directly at BobRewards@aol.com.

Steven Peterson is a senior partner and founder of Home Planet Technologies, a management training company specializing in hands-on software tools designed to enhance business strategy, business planning, and general management skills. He is the

creator and designer of The Protean Strategist, a state of the art computer-based business simulation. The simulation creates a dynamic business environment where participants run companies and compete against each other in a fast-changing marketplace. Each management team in the simulation is responsible for developing its own strategy, business plan, and program to make the plan work. Steven has used The Protean Strategist to add excitement, hands-on experience, teamwork, and a competitive challenge to corporate training programs around the world. He has worked with both large and small companies on products and services in industries ranging from telecommunications to financial services and from high technology to consumer goods and industrial equipment. He can be reached by e-mail at peter@HomePlanetTech.com. When he's not planning his own business, Steven is planning to remodel his 80-year old house or to redesign the garden. And he confesses that of the three, the garden proves to be the most difficult. Steven holds advanced degrees in mathematics and physics, receiving his doctorate from Cornell University. He teaches part-time at the Haas School of Business, University of California at Berkeley, and lives in the Bay Area with his long-time companion, Peter, and their long-lived canine, Jake.

Richard Pettinger (BA, MBA, DipMktg) has taught at University College London since 1989, where he is senior lecturer in management. He teaches on the foundation courses, organisational change, and construction marketing courses. He has also taught strategic and operations management; the management of change; human resource management; and leadership to a wide range of undergraduate, postgraduate, professional, and international students. Richard is also enhancing and developing Management Studies Centre activities and

courses, including the directorship of the new Information Management for Business course. Since 2005, Richard has been a visiting professor at the Jagiellonian Business School, Krakow, teaching strategic management and developing a common UCL/Jagiellonian syllabus in strategic management and organisational change. Richard is the author of over thirty business and management books and textbooks, and also writes journal, conference, and study papers.

Bud Smith's experience is split between the technical and marketing sides of the computer and Internet industries. Bud was a short-order cook before starting in the computer industry at the age of 21. He was a data entry supervisor, programmer, and technical writer before working as a competitive analyst and QuickTime marketing manager at Apple Computer. He has been a full-time writer and has joined Frank in several consulting projects. Bud is currently Director of Marketing at AllPublish, a venture-funded Silicon Valley startup. Bud's writing experience is all on the nonfiction side and includes computer and medical articles as well as a dozen computer books.

Craig Smith is the editor of *Marketing*, the UK's highest circulation weekly magazine, and PPA Weekly Business Magazine of the Year, serving the marketing and advertising industries. He has worked as a business journalist for 18 years and is a regular commentator on marketing issues to the national press and broadcast media. Craig works closely with industry trade bodies the Association of Publishing Agencies and Business in the Community to promote best practice in the areas of customer magazines and cause related marketing.

Paul Tiffany is the managing director of Paul Tiffany & Associates, a Santa Rosa, California-based firm that has offered management training and consulting services to organizations throughout the world for the past fifteen years. In addition, he has taught business planning courses at some of the top business schools in the country, including Stanford, Wharton, and The Haas School of Business at the University of California, Berkeley, where he currently serves as adjunct professor. He holds an MBA from Harvard University and a PhD from Berkeley. He can be reached by e-mail at tiffany@haas.berkeley.edu.

Publisher's Acknowledgements

We're proud of this book; please send us your comments through our Dummies online registration form located at www.dummies.com/register/.

Some of the people who helped bring this book to market include the following:

Media Development

Project Editor: Daniel Mersey

Content Editor: Steve Edwards

Commissioning Editor: Samantha Clapp

Executive Editor: Jason Dunne

Executive Project Editor: Martin Tribe

Art Consultant: Steve Hill

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Cover Photos: © Getty Images/Ciaran Griffin

Cartoons: Ed McLachlan

Composition Services

Project Coordinator: Erin Smith

Layout and Graphics: Claudia Bell, Stacie Brooks, Carl Byers, Stephanie D. Jumper

Proofreaders: John Greenough, Todd Lothery

Indexer: Galen Schroeder

Publishing and Editorial for Consumer Dummies

Diane Graves Steele, Vice President and Publisher,
Consumer Dummies

Joyce Pepple, Acquisitions Director, Consumer
Dummies

Kristin A. Cocks, Product Development Director,
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Michael Spring, Vice President and Publisher, Travel

Kelly Regan, Editorial Director, Travel

Publishing for Technology Dummies

Andy Cummings, Vice President and Publisher,
Dummies Technology/General User

Composition Services

Gerry Fahey, Vice President of Production Services

Debbie Stailey, Director of Composition Services

Contents

Title

Introduction

About This Book

Conventions Used in This Book

Foolish Assumptions

How This Book Is Organized

Icons Used in This Book

Where to Go from Here

Book I : E-Business 101

Chapter 1: Can You Do the Business?

Deciding What You Want from a Business

Assessing Yourself

Chapter 2: Testing Feasibility

Finding Enough Product or People

Sizing Up the Market

Working Out Whether You Can Make Money

Chapter 3: Preparing the Business Plan

Finding a Reason to Write a Business Plan

Writing Up Your Business Plan

Using Business Planning Software

Presenting Your Plan

Stuff for Other Places?

Chapter 4: Setting Off in the Right Direction

Why Values Matter

Identifying Your Company's Values

Putting Together the Values Statement

Creating Your Company's Vision Statement

Chapter 5: Harnessing Creativity in Your Business

The Creative Process at a Glance

Finding Out What You Need to Change

Generating Great Ideas

Applying Your Creativity

Chapter 6: Opening Your Own Online Business in Ten Easy Steps

The Time Is Now

Step 1: Identify a Need

Step 2: Know What You're Offering

Step 3: Come Up with a Virtual Business Plan

Step 4: Get Your Act Together and Set Up Shop

Step 5: Get Help

Step 6: Construct a Web Site

Step 7: Process Your Sales

Step 8: Provide Personal Service

Step 9: Alert the Media and Everyone Else

Step 10: Review, Revise, and Improve

Book II : Setting Up Your Web Site

Chapter 1: Finding the Money

Assessing How Much Money You Need

[Reviewing Your Financing Options](#)

[Determining the Best Source of Finance for You](#)

[Going for Debt](#)

[Sharing out the Spoils](#)

[Finding Free Money](#)

[Chapter 2: Choosing and Equipping Your New E-Business](#)

[Starting Off on the Right Foot](#)

[Mapping Out Your Online Business](#)

[Flavours of Online Businesses You Can Taste Test](#)

[Marketing One-to-One with Your Customers](#)

[Easyware \(Not Hardware\) for Your Business](#)

[Getting Online: Connection Options](#)

[Software Solutions for Online Business](#)

[Chapter 3: Selecting the Right Web Host and Design Tools](#)

[Getting the Most from Your Web Host](#)

[Finding a Web Server to Call Home](#)

[Fun with Tools: Choosing a Web Page Editor](#)

[Chapter 4: Giving Your E-Business Site Structure and Style](#)

[Feng Shui Your Web Site](#)

[Nip and Tuck: Establishing a Visual Identity](#)

[Extreme Web Pages: Advanced Layouts](#)

[Hiring a Professional Web Designer](#)

[Chapter 5: Building in Security Up Front](#)

[Practising Safe Business](#)

[Installing Firewalls and Other Safeguards](#)

[Using Public Keys to Provide Security](#)

[Keeping Other Noses Out of Your Business](#)

[Book III : Getting Known E-asily](#)

[Chapter 1: Marketing Your Wares](#)

[Making Up the Marketing Mix](#)

[Defining Your Product Parameters](#)

[Using Advertising to Tell Your Story](#)

[Getting in the News](#)

[Selling and Salesmanship](#)

[Pricing for Profit](#)

[Pondering Place and Distribution](#)

[Looking at Legal Issues in Marketing](#)

[Chapter 2: Researching Your Customers, Competitors, and Industry](#)

[Why Research Matters - And What to Focus On](#)

[Planning Your Research](#)

[Carrying Out Primary Research](#)

[A Dozen Ideas for Low-Cost Research](#)

[Finding Free Data](#)

[Chapter 3: Getting Net-Savvy](#)

[Marketing on the Internet](#)

[Finding Your Online Market](#)

[Working in the Online World](#)

[Chapter 4: Search Engines: What You Need to Know](#)

[Understanding How Search Engines Find You](#)

[Going Gaga over Google](#)

[Leaving a Trail of Crumbs](#)

[Monitoring Traffic: The Science of Webanalytics](#)

[Chapter 5: Controlling the Message with Online Advertising](#)

[Working Out Your Goals](#)

[Finding the Right Format](#)

[Clinching the Deal](#)

[Measure by Measure](#)

[Chapter 6: Spreading the Word with Internet PR](#)

[Whom Do You Want to Influence?](#)

[Planning an Internet PR Campaign](#)

[Getting Your Release Distributed](#)

[Tracking Your Release](#)

[Book IV : Keeping Business Ticking Over](#)

[Chapter 1: Operating Effectively](#)

[Taking the Make-or-Buy Decision](#)

[Choosing a Supplier](#)

[Minimising Risk and Assessing Liability](#)

[Dissecting Directors](#)

[Finding and Choosing Business Advisers](#)

[Chapter 2: Controlling Your Books, Your Records, and Your Money](#)

[Putting Controls on Your Business's Cash](#)

[Keeping the Right Paperwork](#)

[Protecting Your Business Against Internal Fraud](#)

[Insuring Your Cash through Employee Bonding](#)

[Chapter 3: Counting Your Sales](#)

[Collecting on Cash Sales](#)

[Selling on Credit](#)

[Cashing Up the Cash Register](#)

[Monitoring Sales Discounts](#)

[Recording Sales Returns and Allowances](#)

[Monitoring Accounts Receivable](#)

[Accepting Your Losses](#)

[Chapter 4: Monitoring and Improving Your Business](#)

[Bolstering Your Infrastructure](#)

[Performing Basic Web Housekeeping](#)

[Managing Goods and Services](#)

[Chapter 5: Making It All Legal](#)

[Thinking about Trade Names and Trademarks](#)

[Practising Safe Copyright](#)

[Understanding Legal Basics](#)

[Your Business in the Eyes of the Law](#)

[Keeping Out of Legal Trouble](#)

[Chapter 6: Online Business Accounting Tools](#)

[ABCs: Accounting Basics for Commerce](#)

[Accounting Software for Your Business](#)

[The Taxman Cometh: Concerns for Small Business](#)

[Book V : Handling Customers and Staff](#)

[Chapter 1: Employing People](#)

[Profiling Great Employees](#)

[Exploring Sources](#)

[Motivating and Rewarding Employees](#)

[Compensating Your Employees](#)

[Staying on the Right Side of the Law](#)

[Chapter 2: Inspiring Employees to Better Performance](#)

[The Greatest Management Principle in the World](#)

[Discovering What Employees Want](#)

[Deciding What to Reward](#)

[Starting with the Positive](#)

[Making a Big Deal about Something Little](#)

[Money and Motivation](#)

[Chapter 3: Harnessing the Power of Technology](#)

[Using Technology to Your Advantage](#)

[Evaluating the Benefits and Drawbacks of Technology](#)

[Improving Efficiency and Productivity](#)

[Getting the Most Out of Information Technology](#)

[Planning and Implementation](#)

[Chapter 4: Attracting and Keeping Customers](#)

[Including Features That Attract Customers](#)

[Writing Unforgettable Text](#)

[Inviting Comments from Customers](#)

[Chapter 5: Accepting Payments](#)

[Sealing the Deal: The Options](#)

[Enabling Credit-Card Purchases](#)

[Exploring Online Payment Systems](#)

[Fulfilling Your Online Orders](#)

[Chapter 6: Service with a Virtual Smile](#)

[The Best Customer Is an Informed Customer](#)

[Helping Customers Reach You](#)

[Making Customers Feel That They Belong](#)

[Book VI : Using eBay.co.uk](#)

[Chapter 1: Why eBay Is a Great Place to Buy and Sell](#)

[What Is eBay, and How Does It Work?](#)

[All About Auctions](#)

[Buying It Now at eBay](#)

[So You Want to Sell Stuff](#)

[So You Want to Buy Stuff?](#)

[Research for Fun and Profit](#)

[eBay's Role in the Action](#)

[Features and Fun Stuff](#)

[Extra Gadgets You May Want](#)

[Chapter 2: Using eBay.co.uk to Launch Your Business](#)

[Getting Down to Business](#)

[Deciding What to Sell](#)

[Getting Ready to Sell](#)

[Making Your Auctions Run More Smoothly](#)

[Chapter 3: Running a Business on eBay.co.uk](#)

[Understanding eBay.co.uk Auctions](#)

[Building a Good Reputation](#)

[Preparing Sales Descriptions That Sell](#)

[Providing Good Customer Service](#)

[Moving from Auctioneer to eBay.co.uk Businessperson](#)

[Chapter 4: Opening a Shop, Virtually](#)